

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE PETITION OF BLUEGRASS CELLULAR,	)	
INC. FOR AN EXEMPTION FROM THE	)	CASE NO. 92-412
REGULATION FOR ENHANCED SERVICES	)	

O R D E R

IT IS ORDERED that Bluegrass Cellular, Inc. ("Bluegrass Cellular") shall file the original and 12 copies of the following information with the Commission within 30 days from the date of this Order, with a copy to all parties of record. Each copy of the data requested should be placed in a bound volume with each item tabbed. When a number of sheets are required for an item, each sheet should be appropriately indexed, for example, Item 1(a), Sheet 2 of 6. Include with each response the name of the witness who will be responsible for responding to questions relating to the information provided. Careful attention should be given to copied material to ensure that it is legible. Where information requested herein has been provided along with the original application, in the format requested herein, reference may be made to the specific location of said information in responding to this information request. When applicable, the information requested herein should be provided for total company operations and jurisdictional operations, separately. If the information cannot be provided by the stated date, Bluegrass Cellular should submit a motion for an extension of time stating the reason a delay is necessary and a

date by which the information will be furnished. Such motion will be considered by the Commission.

1. Cellular resellers have been identified by some cellular utilities as potential competitors of enhanced services. The Commission is not aware of any resellers of cellular services, including voice mail, that currently operate within the Commonwealth of Kentucky.

a. If Bluegrass Cellular is aware of any cellular resellers, identify the services they are reselling and the extent of their market share.

b. If Bluegrass Cellular is not aware of any cellular resellers, then identify the reasons cellular resellers do not exist in Kentucky or why Bluegrass Cellular would not be aware of their existence.

2. Bluegrass Cellular's application either explicitly, or implicitly, contends that non-cellular voice mail providers compete with Bluegrass Cellular's voice mail service.

a. Are these non-cellular voice mail providers capable of providing service that is functionally equivalent to that provided by Bluegrass Cellular?

b. If yes, separately describe any differences, as seen by a cellular service subscriber, that may exist between the services provided by a non-cellular voice mail provider and the voice mail of Bluegrass Cellular but that do not affect the functional equivalence of the two services.

c. If no, then describe in detail the differences that exist which make the non-cellular voice mail services not functionally equivalent to that provided by Bluegrass Cellular.

3. Describe in detail the methods by which a Bluegrass Cellular subscriber may use a competitive voice mail service. Are additional services (e.g., call forwarding) required to be purchased from Bluegrass Cellular before a competitor may provide a functionally equivalent voice mail service? If so, list these services.

4. Identify every existing company that is perceived to be a competitor.

5. If possible, provide the prices of those service features and/or service packages offered by your competitors that compete with your service features and/or packages.

6. Provide the overall price of your minimum service package as well as any more advanced service packages offering additional service features. Also, provide a breakout of the prices of the individual service features which make up the minimum service package and all other service packages.

7. May any service feature included in a service package, other than the minimum service package, be purchased individually or separately?

a. If so, list each feature and its price.

b. If not, is there a technical reason or some other reason? Explain. Also, provide a list of these features and their prices.

8. Are there any service features that may be purchased individually or separately that are not included in the minimum or more advanced service packages? If so, provide a listing and their prices.

9. Are there any service features which may be purchased separately as well as in conjunction with other features in a service package? If so, are there price differences for these service features between the different purchasing options? If so, provide a table illustrating the price differences.

10. Do you market any of your enhanced service features to:

a. Any non-cellular subscribing customers? If so, provide a listing of the type of customer (small business, high volume business, traveling business sales personnel, residential, etc.), the features primarily marketed to each type of customer and feature prices.

(1) Are these service offerings and prices different from those marketed to your own service subscribers? Explain any differences.

b. A cellular subscriber belonging to another cellular company? If so, provide a listing of the type of customer (small business, high volume business, traveling business sales personnel, residential, etc.), the features primarily marketed to each type of customer and feature prices.

(1) Are these service offerings and prices different from those marketed to your own service subscribers? Explain any differences.

11. Identify the physical location of the equipment required for the provision of voice mail, (i.e., is the equipment located with the mobile telephone switching office or maintained at an external location?).

Done at Frankfort, Kentucky, this 17th day of February, 1993.

PUBLIC SERVICE COMMISSION

  
For the Commission

ATTEST:



Executive Director